



DEPARTMENT OF THE ARMY
OFFICE OF THE SECRETARY OF THE ARMY
OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION
106 ARMY PENTAGON
WASHINGTON DC 20310-0106

17 APR 2005

MEMORANDUM FOR MACOM COMMANDERS

SUBJECT: Policy Letter 05-05, U. S. Army Small and Disadvantaged Business Utilization (SADBU) Awards Programs

1. Purpose. This Letter:

- a. Establishes criteria for the Army SADBU Major Command (MACOM) Small Business Program Awards.
- b. Establishes the criteria for the Army SADBU Specialist (SADBUS) of the Year Award.
- c. Sets forth procedures for preparing and submitting nominations.
- d. Assigns responsibility for administering the program to the Army SADBU Office.

2. Objective of Programs:

- a. MACOM Awards Program. Recognize superior performance for individual Small Business Programs Areas, as designated by the Director, Army SADBU, through a formal recognition program that encourages innovation and initiative at the MACOM level.
- b. Army SADBUS of the Year. Recognize the Army small business specialist who created/maintained a well-managed small business and HBCU/MI program, created challenging initiatives, and otherwise made significant contributions to both their Command's and the Army's small business program.

3. MACOM Awards Program.

a. Eligibility:

U.S. Army Materiel Command (AMC)
U.S. Army Corps of Engineers (ACE)
Defense Contracting Command-Washington (DCCW)
U.S. Army Intelligence and Security Command (INSCOM)
U.S. Army Medical Command (MEDCOM)
U.S. Army Medical Research and Materiel Command (MRMC)

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U.S. Army Surface Deployment and Distribution Command (SDDC)
U.S. Space and Missile Defense Command (SMDC)
U.S. Army Test and Evaluation Command (ATEC)
U.S. Army Contracting Agency (ACA)
National Guard Bureau (NGB)

b. Award Criteria MACOM Awards Program. MACOMs will be competitively evaluated against one another based on the following criteria. (The order of listing does not imply the order of importance).

(1) Percentage of assigned target achieved by the MACOM during the identified FY.

(2) Outreach initiatives undertaken by the MACOM that contributed to success of the evaluated program area and resulted in the continued improvement of the program area. (e.g., activity trade fairs, open houses, special outreach events or programs).

(3) Initiatives undertaken with Government Procurement Personnel to include Contracting, Program Management, HBCU/MI, and Small Business within the MACOM that increased effectiveness of the Small Business Program (e.g. training, recognition/incentive awards, acquisition planning). Demonstrate how the initiatives directly influenced the success of the small business program.

(4) Command involvement in supporting the program area that resulted in positive results for the Small Business Program.

(5) Public relations efforts made by the MACOM to promote the program area (e.g. print, radio and television). Describe the type of effort, date, and a very brief description of the content.

(6) Initiatives to support enhanced subcontracting opportunities for small businesses. Support of the Army Mentor Protégé Program can be considered in this area.

c. Preparing nominations.

(1) Army agencies will submit nominations through the OSADBU website www.sellingtoarmy.info by clicking on the "Register" button at the top of the page then clicking on "Army Awards Registration." Each MACOM AD will be issued an authentication code in order to create their own username and password. Once the username and password have been created they will no longer need to use the authentication code. The website will possess the capability to save, print and submit nominations electronically. The MACOM AD or their designated

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representative(s) will be responsible to enter the nomination for their respective Command.

(2) Each evaluated area will be limited to eight lines or approximately 50 words. Given these parameters, it is encouraged to efficiently list facts and relevant information. Nominations will only be judged based on content.

(3) Nominations must be submitted not later than 15 April of each year and should primarily focus on accomplishments during the year for which nominated (e.g., 2003 nominations should primarily address accomplishments during FY 2003). All MACOMs are encouraged to submit a nomination for each program area; small business, sub-contracting, mentor-protégé, HBCU/MI, woman owned small business, 8(a)/SDB, SDVOSB, and HUBZone.

d. Evaluation of nominations.

(1) Nominations will be evaluated by a panel chaired by the Director of the Office of Small and Disadvantaged Business Utilization, or designated representative, and will consist of representatives from Headquarters, Department of the Army.

(2) One MACOM will be selected for each category.

e. Award presentation. The Director, OSADBU will announce the award winners at an appropriate SADBU function and present a personalized plaque to the MACOM Representative during the banquet portion of the Army Small Business Training Conference, or other appropriate event.

4. Army SADBUS of the Year.

a. Eligibility.

(1) Any Army SADBUS (military or civilian) appointed by name and in writing by the Commanders of major commands, Commanders of major subordinate commands and installation, post, camp, station or activity commanders, serving in either full-time or part-time capacity is eligible for the award.

(2) The Associate Director (AD) of the MACOM Small and Disadvantaged Business Utilization offices may not be nominated for this award.

b. Award criteria. Any Army SADBUS nominated for this award must meet or exceed the following criteria: (The order of listing does not imply the order of importance).

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(1) Make significant contributions to and engage in special programs that result in continued improvement of the Department of the Army Small and Disadvantaged Business Utilization Program (e.g., activity trade fairs, open houses, special outreach events or programs).

(2) Demonstrate initiatives that produce a program that is innovative and dynamic, especially those initiatives that motivate people and generate enthusiasm.

(3) Demonstrate a well-managed program reflecting a high level of professionalism and competence in performing the duties of a SADBUS.

(4) Command involvement in supporting the program that resulted in positive results.

(5) Public relations efforts.

c. Preparing nominations.

(1) Army agencies will submit nominations through the OSADBU website www.sellingtoarmy.info by clicking on the "Register" button at the top of the page then clicking on "SADBU Awards Registration." Each MACOM AD will be issued an authentication code in order to create their own username and password. Once the username and password has been created they will no longer need to use the authentication code. The website will possess the capability to save, print and submit nominations electronically. The MACOM AD or their designated representative(s) will be responsible to enter the nomination for their respective Command.

(2) Nominations must be submitted not later than 15 April of each year and should primarily focus on accomplishments during the preceding fiscal year. Each MACOM is encouraged to submit a nomination each year.

d. Evaluation of nominations. Nominations will be evaluated by a panel chaired by the Director SADBU, or designee, and will consist of representatives from Headquarters, Department of the Army. One individual will be selected as the award winner.

e. Award presentation. The Director, Office of Small and Disadvantaged Business Utilization, OSA, will:

(1) Announce the award winner no later than 1 June.

(2) Have a personalized plaque presented to the award winner at an appropriate event.

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(3) Have a command plaque, which will be rotated annually,
presented to the command for which the award winner represents.

5. Point of Contact is LTC Jim Blanco, james.blanco@hqda.army.mil, (703) 693-6115.



Tracey L. Pinson
Director

Encl

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Enclosure

SADBU Specialist of the Year Award Selection Sheet

Ranking Scale: 1 2 3 4 5 per following values:

1-Poor; 2-Fair; 3-Satisfactory; 4-Good; 5-Exceptional

Name of Nominee:

No of years as SADBU Specialist:

Command Sponsor:

Nominating Official:

a. Significant contributions to and engage in special programs resulting in continued improvement of the DA SADBU Program to include:

Activity trade fairs
Open houses
Special Programs Outreach
Others

b. Demonstrates initiatives that produce a program that is innovative and dynamic, especially those initiatives that motivate people and generate enthusiasm.

c. Demonstrate a well-managed program reflecting a high level of professionalism and competence in performing the duties of a SADBUS.

d. Specific SADBU goal accomplishment.

e. Specific HBCU/MI goal accomplishment.

f. Specific Women-owned business accomplishments.

g. Specific NISH accomplishments.

h. Professional Education.

i. Awards/Letters/Certificates for Significant Recognition.

Other unique/significant/innovative accomplishments not designated above. (Identify accomplishment considered under these criteria):